

**ABSTRACT OF THE DISCLOSURE**

In a method and device to generate a print image on a carrier material, a hydrophilic layer with a molecular layer thickness is generated at a surface of a print carrier usable for printing, a surfactant layer being applied on the surface of the print carrier to generate the hydrophilic layer. As a structuring process, hydrophilic regions and hydrophobic regions are generated corresponding to the structure of the print image to be printed. On the surface of the print carrier, a fountain solution layer is applied whereby the fountain solution layer forms on the hydrophilic regions such that ink-attracting regions and ink-repelling regions are created corresponding to the print image structure. Ink that adheres to the ink-attracting regions and is not absorbed by the ink-repelling regions is applied on the surface. The applied ink is transferred onto the carrier material. Before a new structuring process, the surface of the print carrier is cleaned.